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Docket No.: 077615-0013

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Customer Number: 31824
Marc LEWIS, et al. : Confirmation Number: 4826
Application No.: 10/774,061 : Group Art Unit: 3622
Filed: February 06, 2004 : Examiner: Not Yet Assigned
For: DISCOUNT AND/OR LOYALTY :
REWARD SYSTEM AND RETAIL :
APPARATUS THEREFOR :
:

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

**REVOCATION OF POWER OF ATTORNEY, APPOINTMENT
AND CERTIFICATION UNDER 37 CFR 3.73(B)**

Sir:

The undersigned assignee of the above-identified application hereby revokes all previous Powers of Attorney and appoints the following attorneys with full power to prosecute the application, to make alterations and amendments therein, and to transact all business in the United States Patent Office connected therewith.

I hereby appoint the registered practitioners of McDermott Will & Emery LLP, included in the Customer Number provided below, with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith.

CUSTOMER NUMBER 31824

Application No. 10/774,061

Send correspondence to the address associated with Customer Number 31824

McDERMOTT WILL & EMERY LLP
18191 Von Karman Ave., Suite 500
Irvine, CA 92612-7107

Direct Telephone Calls to: Telephone 949.851.0633

CERTIFICATE UNDER 37 CFR 3.73(b)

THE LIGHT AGENCY LIMITED, certifies that it is the assignee of the entire right, title and interest in the patent application identified above by virtue of:

An Assignment from the inventor(s) of the patent application identified above. The assignment was:

Executed on even date herewith;

OR

Recorded in the Patent and Trademark Office at Reel 016469, Frame 0880.

The undersigned has reviewed all the documents in the chain of title of the patent application identified above and, to the best of undersigned's knowledge and belief, title is in the assignee identified above.

The undersigned (whose title is supplied below) is empowered to act on behalf of the assignee.

The undersigned further declares that all statements made herein of its own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the

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like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Respectfully submitted,

Name: LORRAINE R. LEWIS
Title: COMPANY SECRETARY

Signature: X Lorraine R. Lewis
Date: 16 April 2007

ORC 410259-1.077615.0013



Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

STATEMENT UNDER 37 CFR 3.73(b)Applicant/Patent Owner: Marc LEWIS, et al.Application No./Patent No: 10/774,061 Filed/Issue Date: February 06, 2004Entitled: DISCOUNT AND/OR LOYALTY REWARD SYSTEM AND RETAIL APPARATUS THEREFORTHE LIGHT AGENCY LIMITED, a corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

- the assignee of the entire right, title, and interest; or
- an assignee of less than the entire right, title and interest.

The extent (by percentage) of its ownership interest is %

in the patent application/patent identified above by virtue of either:

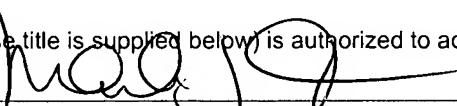
A. An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel 016469, Frame 0880, or for which a copy thereof is attached.**OR**B. A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:1. From: Marc Lewis; Mathew James McGuiness To: I Coupon LimitedThe document was recorded in the United States Patent and Trademark Office at Reel 019250, Frame 0345, or for which a copy thereof is attached.2. From: I Coupon Limited To: The Light Agency LimitedThe document was recorded in the United States Patent and Trademark Office at Reel 016469, Frame 0880, or for which a copy thereof is attached.3. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

 Additional documents in the chain of title are listed on a supplemental sheet. Copies of assignments or other documents in the chain of title are attached.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.


May 16, 2007

Signature

Mark J. Itri

Date

(949) 757-7104

Printed or Typed Name
Attorney of Record for Assignee

Telephone Number

Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

Docket No

ASSIGNMENT

In consideration of the premises and other good and valuable consideration in hand paid, the receipt and sufficiency of which is hereby acknowledged, the undersigned,

(1) Marc Lewis (4) _____
(2) Matthew James McGuiness (5) _____
(3) _____ (6) _____

who have made a certain new and useful invention, hereby sell, assign and transfer unto

I Coupon Limited
Unit 3.01
535 Kings Road
Chelsea, London SW10 0SZ
United Kingdom

its successors and assigns (hereinafter designated "ASSIGNEE") the entire right, title and interest for the United States of America as defined in 35 U.S.C. 100 in the invention entitled

Discount and/or Loyalty Reward System and Retail Apparatus Therefor

(a) for which an application for United States Letters Patent was filed on : 6 February 2004
and identified by United States Serial No. 10/774,061; or
(b) for which an application for United States Letters Patent was executed on _____

and the undersigned hereby authorize and request the United States Commissioner of Patents and Trademarks to issue any and all United States Letters Patent which may be granted therefor and any and all extensions, divisions, reissues, substitutes, renewals, continuations, or continuations-in-part thereof, and the right to all benefits under the International Convention for the Protection of Industrial Property to the said ASSIGNEE, for its interest as ASSIGNEE, its successors, assigns and legal representatives; the undersigned agree that the attorneys of record in said application shall hereafter act on behalf of said ASSIGNEE;

AND the undersigned hereby agree to transfer a like interest, and to render all necessary assistance in making application for and obtaining original, divisional, reissued or extended Letters Patent of the United States, upon request of the said ASSIGNEE, its successors, assigns and legal representatives, and without further remuneration, in and to any improvements, and applications for patent based thereon, growing out of or related to the said invention; and to execute any papers by the said ASSIGNEE, its successors, assigns and legal representatives, deemed essential to ASSIGNEE's full protection and title in and to the invention hereby transferred.

SIGNED on the dates indicated aside our signatures:

INVENTORS
1) _____
Name: Marc Lewis

DATE SIGNED
17/3/04

INVENTORS
2) _____
Name: Matthew James McGuiness

DATE SIGNED
17/3/04



FILE COPY



**CERTIFICATE OF INCORPORATION
ON CHANGE OF NAME**

Company No. 4445616

The Registrar of Companies for England and Wales hereby certifies that
I-COUPON LIMITED

having by special resolution changed its name, is now incorporated
under the name of
THE LIGHT AGENCY LIMITED

Given at Companies House, Cardiff, the 19th April 2005



C04445616I



THE OFFICIAL SEAL OF THE
REGISTRAR OF COMPANIES


Companies House
— for the record —

HC006B

Company Number: 4445616

THE COMPANIES ACT 1985



COMPANY LIMITED BY SHARES

SPECIAL RESOLUTION

of

I-COUPON LIMITED

Passed on 30 March 2005

At an Extraordinary General Meeting of the Company duly held at Plaza 535, Kings Road, London SW10 0SZ on 30 day of March 2005 the following resolutions were duly passed:

1. THAT the company name be changed to:

THE LIGHT AGENCY LIMITED

2. THAT if the specific name THE LIGHT AGENCY LIMITED is not available the company name may be changed to a similar, suitable, relevant and applicable name.

CHAIRMAN

DATED:

1/4/05

